







REQUEST FOR PROPOSAL

DESAFÍA BERLIN

ICEX SPAIN TRADE AND INVESTMENT, E.P.E. ("ICEX"), in collaboration with the Economic and Commercial Office of the Embassy of Spain in Berlin ("OFECOMES Berlin"), is issuing this Request for Proposal to seek proposals from operators with proven previous track records managing landing pad programs.

DESAFÍA BERLIN

Desafía is a public initiative to help Spanish technology companies scale faster and globally. It is sponsored by ICEX (the Government of Spain's agency for the internationalization of businesses) and Red.es (the Government of Spain's agency responsible for executing and deploying Spain's Digital Agenda). This invitation to tender is published pursuant to the Agreement for the Management of Desafía Berlin Initiative, signed between ICEX and Red.es on 11 July 2022.

The Spanish participating companies in Desafía Berlin Program must have a product or service of high technological value, a sustainable business model and ideally, previous international experience; the program is not for early-stage entrepreneurs. The program aims to introduce the participants to the Germany's ecosystem, so that they can benefit from lessons and networks that allow them to grow as successful entrepreneurs, and to help them to make global connections.

The Desafía Berlin program is focused on the challenges which Spanish companies applying innovation to the mobility and automotive sectors will have to face in order to grow and become global. Spanish startups taking part in the program should have a product or service related to one or more of the technologies involved in the deep tech evolution of the mobility or automotive sectors, such as emobility, clean and sustainable transport technologies, and, in a broader sense, artificial intelligence, internet of things, VR/AR, 5G, industry 4.0., smart cities solutions and other technologies with application to mobility sectors.

Twice in this initiative ICEX/Red.es invite a cohort of Spanish startups to participate in an Immersion Program. During the immersion, C-Level officers and founders participate in workshops, meetings and activities that not only inspire but help assess the current strategic position of the company, plot improvements to ramp-up growth, define a roadmap based on strategic and tactical considerations and start working on it.

OFECOMES Berlin, on behalf of ICEX, requests proposals for the provision of the service for the management of Desafía Berlin.

SCOPE OF WORKS

The scope of the contract will be as follows:

- Information and advisory services.

The awardee is expected to mobilize Spanish applicants and collaborate with ICEX to attract interesting projects to the Desafía Berlin program, therefore some connections with the Spanish start-up ecosystem would be appreciated.









The awardee will deliver query resolution services for anyone interested in the Desafía Berlin initiative: public entities, media, potential applicants, etc.

Project Managers are expected to travel to Spain at least two times during the term of the main contract, prior to the immersion programs, on the occasion of relevant events in Spain on technology, innovation and/or entrepreneurial verticals. There, they must attend and participate inside events, plenary sessions, meetings with companies, etc., to network with the ecosystem and promote the program and to support past participants. A kick-off event for the next edition of Desafia Berlin would also be organised with ICEX and Red.es. The manager will receive all complimentary passes from ICEX. No extra funds will be provided for these trips.

- Immersion program.

Aimed at founders and C-level executives of Spanish companies with the greatest potential to successfully tackle the global market and transform their companies after the experience. Participants will be selected by ICEX and Red.es; advice from the awardee is requested during the selection process.

The awardee must organize two immersion programs before the end of 2023 with at least 8 participants, expecting 10 participants. Previous immersion programs in other cities have received very good remarks by alumni and we believe that two weeks, midday workshops (so that founders can still manage their companies and have time for business meetings) is reasonable. In any case, bidders can suggest otherwise within the two-week time frame. The Immersion program will include group meetings with key agents of Germany's ecosystem (mentors, investors, entrepreneurs, advisors, etc.).

On the occasion of the travels per contract to Spain and prior to the immersion programs, kick-off meetings will take place in Spain between the awardee and Spanish recruited companies to explain the scope of the program to be developed in Berlin.

Bidders must inform in detail of the venues of reference for their proposed activities.

If, due to the current epidemiological situation, borders remain closed, the immersion programme will be held virtually. In case long quarantines are needed, ICEX will take a decision on whether to hold it physically or virtually.

- Desafía Berlin community and strategic alliances.

Together with ICEX, creation and maintenance of the Desafía community and strategic alliances.

- o External mentors in Spain and Berlin.
- o Internal mentors (alumni).
- Engagement in events for the alumni, organized and proposed by ICEX (maximum: three per year).









- Preparation of reports.

Preparation and delivery of, at least, the following reports (in English or Spanish):

- Specific technical report for each immersion program carried out, with surveys to attendees.
- Annual economic report. Contract closing report, which will include the final technical and economic report.

- Marketing and communication plan.

Marketing and communication activities in Spain and Germany and their monitoring, with the following objectives:

- o Publicize the Desafía Berlin initiative
- Attract interesting companies for the different Desafía programs
- Create community and strategic alliances
- Create awareness among the Germany community on the potential of Spanish entrepreneurship

The awardee is expected to use personal networks and social networks, and it will create and update its specific webpage and social network accounts, following the official structure and technical instructions proposed by ICEX team.

Bidders are welcome to make concrete proposals on the aforementioned services. Innovative suggestions adapted to the local environment will be positively assessed by ICEX in the evaluation process. For more information on some of the current DESAFIA programs, check the following webpages.

- https://www.sanfrancisco.desafia.gob.es/
- https://www.telaviv.desafia.gob.es/

PLACE OF SUPPLY OF SERVICES

The 2 immersion programs must be carried out in Berlin or any other German cities considered by the awardee, physically, unless borders remain closed due to the epidemiological situation; in any other case (long quarantines, for example), ICEX will decide.

The manager must travel to Spain at least twice a year, so during the scope of the contract there will be at least two travels, in 2023.

Although the immersion programs will take place in Berlin, during the travels to Spain the awardee and the selected companies will have a kick-off meeting in Spain, prior to the immersion programs to prepare and explain to the participating companies the scope of the activities to be developed in Berlin.









FINANCIAL PROPOSAL

The financial proposal must be in euros (EUR), exclusive of VAT.

Maximum budget **per immersion program:** one hundred eighty-four thousand euro (184.000 EUR). VAT excluded.

The contract is expected to enter into force in the third quarter 2022 and will terminate on December 31st, 2023.

The **estimated value** (value of the main contract and its possible extensions) of the contract will be 552.000 EUR, VAT excluded, according to the following:

- **Main contract** maximum budget: <u>368.000 EUR</u> (2 immersion programs, to be carried out in 2022/2023).
- Extension maximum budget: 184.000 EUR (1 immersion program, expected for 2024).

<u>Proposals exceeding the maximum available budget of 368.000 euros, excluding taxes, will not be considered.</u>

ICEX is a Spanish institution based in Spain for all purposes.

The tenders should include a breakdown in which the price offered, and taxes must be clearly described and separated.

ICEX will evaluate the tenders on the basis of the offered prices, excluding taxes.

AWARD PROCEDURE

The bids will be assessed according to the following criteria:

CRITERIA	MAXIMUM POINTS
Financial proposal Bid price scoring will be assigned according to the following criteria (only for bids not considered disproportionate or anomalous): - The bidder with the lowest price will obtain the maximum score; the rest will be allocated points proportionally.	20
Technical proposal The technical proposal provided will be assessed as follows: 1. Proposal for immersion program, including, for example, workshops, demo day or visits. Degree of adequacy will be valued up to a maximum of 25 points	55









- 2. Communication and marketing plan to specify those tasks of the scope of works. Degree of adequacy will be valued up to a maximum of 5 points.
- Strategic partnerships with international and German stakeholders. Quantity and quality of companies and people that could engage with Spanish companies. Maximum 15 points.
- 4. Unique and innovative solutions on the delivery of the previous issues and the advancement of Desafía. Added value innovative solutions should not involve any additional extra cost to ICEX and must be clearly specified in the proposal. Maximum 10 points.

(The proposals that do not receive at least 30 points in this section will be automatically excluded)

Team

Beyond the minimum requirements (see below), the team members will be assessed as follows:

Project manager (fully engaged with the project):

- Creation of technology-based companies, as entrepreneur or as a member of the founder team. To be valued: number and quality of companies in Germany. Maximum 2 points
- Management of innovation and incubation and acceleration programs. To be valued: number and quality of programs, management in Germany, in international technology ecosystems.
 Maximum 8 points
- 3. Network creation in Germany related to the bid's main purpose (investors, mentors, corporates...). **Maximum 5 points**
- 4. Investment fund operations for start-ups in different stages of growth: number, extent and quality. **Maximum 2 points**
- Connections with the Spanish startup ecosystem. Number and quality
 of previous projects/alliances/collaborations so the experience can
 help to mobilize applicants and collaborate with ICEX to attract
 interesting Spanish startups to the Desafía Berlin program
 Maximum 3 points.

Additional team members (average of all the additional members):

- 1. Coordination of innovation and incubation programs. To be valued: number and quality of programs, focus in Germany, programs in international technology ecosystems. **Maximum 3 points**
- 2. Investment fund operations for start-ups in different stages of growth: number, extent and quality. **Maximum 2 points.**

TOTAL 100

25









Responses, other than price (Technical proposal and Teams), will be scored as follows:

0% of allocated points	Major Reservations/Constra ints	Technical proposal criteria: The response simply states that the bidder can meet some of the requirements set out but have not given information or detail on how they will do this. Team criteria: No significant improvements beyond the minimum requirements
50% of allocated points	Compliant	Technical proposal criteria: The bidder has provided some information about how they propose to meet most of the requirements. There is some doubt regarding their ability to consistently meet the full range of requirements. Team criteria: Medium level of the above indicators (number, quality, diversity, etc.)
75% of allocated points	Fully Compliant	Technical proposal criteria: The bidder has provided detailed information covering all elements, detailing how they propose to meet all the requirements. This gives full confidence in their ability to consistently meet the full range of our requirements. Team criteria: Significant level of the above indicators (number, quality, diversity, etc.)
100% of allocated points	Exceeds Requirements	Technical proposal criteria: The bidder meets the required standard in all respects and exceeds some or all the major requirements, which in turn leads to added value within the contract. Team criteria: Outstanding level of the above indicators (number, quality, diversity, etc.)

Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous.









Bids will be considered disproportionate or anomalous when:

- The financial proposal is 20% below the maximum budget; in case there are fewer than three bidders.
- The financial proposal is 20% under the arithmetic mean of the bids submitted; in case there are three or more bidders. Notwithstanding, the most expensive bid will be excluded, when calculating the arithmetic mean.

Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, the OFECOMES will decide, upon technical advice, if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

The different bids will be compared on equal terms.

PROCUREMENT BOARD

Appointed members of the Procurement Board:

President	Elisa Carbonell	Director of Internationalization	
Substitute	Rosa Angulo	Deputy Director of Internationalization	
Member	José María Blasco	Head of the Infrastructure, Health and ICT	
		Department	
Substitute	Carmen García	Deputy Director of the Infrastructure, Health and	
	Cervigón	ICT Department	
Member	Silvia Barraclough	Member of the Infrastructure, Health and ICT	
		Department	
Substitute	Teresa Plaza	Member of the Infrastructure, Health and ICT	
		Department	
Member	Raquel Rodríguez	Member of the Spanish Commercial Office in	
		Berlin	
Substitute	Javier Muñoz	Member of the Infrastructure, Health and ICT	
		Department	
Secretary	Miriam Losa	Deputy Director of Procurement	
Substitute	Nerea Lete	Member of the Procurement Department	









REQUIREMENTS

BIDDERS:

- Bidders must have a strong and proven track record in providing similar services. The
 technical solvency shall be demonstrated by submitting information about similar
 projects carried out since 2018 in Germany (or from the date of incorporation, if it is
 later).
- **Financial solvency**: All competing bidders will be required to provide a solvency report, including their financial accounts for the best of the last three accounting (3) years. The minimum annual turnover requirement is an amount equivalent to 184.000 EUR, in the best of the past three (3) accounting years (2021, 2020 and 2019).
- As the program will take place in Germany, bidders must be based on Germany with the ability to execute programs.
- Bidders must be pro-active with a track record in Public Relations (PR), marketing and promotion in Germany.

TEAM:

Project Manager:

Minimum of 5 years' leading experience in accelerator and incubation programs, fundraising networks and strategic partnerships in Germany. Full English competence required; Spanish is desirable. He or she must be fully engaged with ICEX, with OFECOMES Berlin and with the companies (project manager must not be a mere supervisor). As explained before he or she must travel to Spain unless borders are closed.

• Additional team members:

Minimum of 2 years' leading experience in PR, accelerator, and incubation programs and fundraising networks. Full English competence required; Spanish is desirable. Proactive and customer oriented. These additional team members will be assessed only in case of proven track record of 2 years in the tasks required.

Non-compliance with any of the requirements established in the present briefing will result in the disqualification of the bidder concerned.

It is expected that the key team members assigned to this project remain as part of the team for the duration of the contract. Any changes of key personnel could affect its potential renewal.

The role of each team member assigned to this service shall be specified in the bid. In addition, their curriculum vitae must be included in the proposal. The awardee must designate a primary contact person that is informed of all aspects of the program, including administrative matters, and has direct continuous communication with ICEX, represented by the OFECOMES Berlin.









PROPOSALS

Proposals must be detailed and must be divided into 3 separate documents as follows:

DOCUMENT 1

- Brief introduction of the Bidder experience about previous similar works.
- Financial accounts for the last three years.

DOCUMENT 2

- Technical project, including workshops.
- Team assigned to the project, along with an indication of each person's role and CVs.

DOCUMENT 3

• Bid offer (in EUR) for the main contract (2 Berlin immersion programs). The price contained in the economic offer shall not be included in Documents 1 or 2.

<u>Proposals exceeding the maximum available budget of 368.000 euros, taxes excluded, will not be considered.</u>

This briefing will be circulated to multiple bidders and will be published in the OFECOMES portal. Companies interested in bidding may contact the OFECOMES Berlin for questions about the briefing. Questions can be submitted up to 3 business days before the deadline for submitting offers.

All documents must be submitted either in English or in Spanish. Interested companies or individuals should send their bids in electronic format to tenders@icex.es. Term for submission of offers: 21 calendar days from the day after publication. Check exact date and time in OFECOMES portal.

In case the bid is bigger than 4 Mb, please send it via WeTransfer or similar.

OFECOMES Berlin may declare no winning bidder if the proposals do not meet the requirements.

All competing companies submitting a proposal should be aware that ICEX Legal Services will review the documentation submitted by each company in order to ensure that they comply with the requirements of this briefing. After verifying compliance with the prerequisites, the technical offer will be reviewed and evaluated. Once the scores have been assigned, the economic offer will be evaluated. The price will not be known until that moment.

AWARD NOTIFICATION DEADLINE

ICEX and OFECOMES Berlin will assess the proposals submitted within the deadline. Final decision about the award will be notified properly and on time to the bidder that best fits the purposes of this Request for Proposal. The awarded company, upon notification, should submit the ANNEX 1 signed.









SIGNING OF THE CONTRACT

The contract between the awarded company and OFECOMES Berlin will be signed as soon as possible after the award.

The contract will expire after the execution of the 2 immersion programs, as planned, latest on December 31st 2023.

EXTENSION OF THE CONTRACT

The parties may agree to extend the contract for 1 additional year. This extension will be for an additional immersion program only. The extension of the contract will be settled in an additional agreement, signed by both parties.

The extension price will be the price of one program of the main contract.

The general terms and conditions of the contract shall apply to its extension.

PAYMENTS

The awardee will be entitled to payment for the services provided as set out in the contract.

Payment will be made **after each immersion program**, upon submission of invoice and the acceptance by ICEX of the services provided on that period. Invoices will be paid within 30 days of being submitted.

The price for the immersion program will not change whether the number of companies is slightly greater than the established range of 8 companies.

Administrative requirements for billing:

- Invoicing details:

All invoices must be billed to: ICEX España Exportación e Inversiones, E.P.E. Paseo de la Castellana 278 E-28046 Madrid (Spain)

And dispatched to:
ICEX España Exportación e Inversiones, E.P.E.
Spanish Commercial Office in Berlin
Lichtensteinallee 1
10787 Berlin (Germany)
VAT number: ESQ - 2891001F (ICEX is VAT registered in Spain)

Each payment will amount to a half of the total amount of the contract.

Please note that ICEX does not pay any advances.









No expense on behalf of ICEX can be incurred before the date of signature of the corresponding contract and prior written approval.

SUPERVISION OF THE WORKS

ICEX and OFECOMES Berlin will directly monitor the development of the project; for this purpose, the awardee must facilitate examination of any process or phases of the work to the ICEX representatives assigned in each case.

LIABILITIES OF THE AWARDEE

The awardee will be responsible for the technical quality of the work, performance and services performed under the contract, and for any consequences for ICEX and third parties derived from omissions, errors, inadequate methods, or incorrect conclusions in the execution of the contract.

The awardee will answer to OFECOMES Berlin for any possible claims brought by third parties based on the awardee's activity.

APPLICABLE LEGISLATION

The services shall be governed by the terms of the Agreement entered between the awardee and by this Request for proposal, which shall be incorporated to the same, and in default of the above, the Spanish legislation shall be applicable.

JURISDICTION

In order to solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the successful Awardee of this Request for proposal, the matter will be referred to the ordinary Courts. The parties, renouncing the jurisdiction that may correspond, expressly submit to the Courts of the city of Madrid.

RECOVERY AND RESILIENCE FACILITY (RRF)

This contract promoted by ICEX España Exportación e Inversiones E.P.E., responds to the priorities of Spanish and European economic policies aimed at promoting and internationalizing SMEs and strengthening the ecosystem of fast-growing companies, and contributes to the achievement of CID's objective 213, which is to reach at least 3,000 companies, 2,500 of which must be SMEs participating in internationalization support projects.

The contract is part of the investment project to strengthen the Spanish ecosystem of fast-growing companies (C13.I5). It is a support and assistance program for fast-growing and high-potential companies, whose main challenges and objectives are the following:

-<u>Main challenges</u>: the Spanish entrepreneurial ecosystem is maturing, but it is still difficult to find companies that grow rapidly, and, above all, that reach a large size. Part of the problem lies in the capabilities of entrepreneurs, who must become true entrepreneurs, which requires different management skills and networks of contacts, many of which also transcend our borders (funders, clients, technology partners, etc.).









- -<u>Objectives</u>: the objective is to build bridges globally and thus facilitate the growth of companies and entrepreneurs to contribute to the maturity of the Spanish entrepreneurial ecosystem, which is addressed through 3 lines of action:
 - -Specialized training and master classes to acquire the skills and contacts necessary for the growth of the company.
 - -Approach to world poles of entrepreneurship and technology through the creation of a network of programs that facilitate the access of entrepreneurs to reference ecosystems in the world. Activities will be carried out in ecosystems of interest to Spanish companies through the establishment of a local service network and structure that will be made available to Spanish companies at each of the "Desafía" locations. "Desafías" are foreseen in San Francisco, Tel Aviv, England (London-Oxford-Cambridge), The Hague, Shenzhen, Singapore, Boston / or Raleigh, Miami, Zurich-Zug, Dubai and Berlin. This is an estimate of possible locations and may vary as the program evolves.
 - -Community Desafía. After the immersions in the different poles and ecosystems, it is about managing the community of graduates with positive evolution and in the process of development and consolidation of their projects to promote contacts, networks and even business possibilities between them.

This contract is framed in the second of the lines of action: approach of Spanish companies to entrepreneurship poles.

This contract is funded by the European Union Recovery and Resilience Facility, established by Council Regulation (EU) 2020/2094, of December 14, 2020, which establishes a European Union Recovery Instrument for support the recovery after the COVID-19 crisis, and regulated according to Regulation (EU) 2021/241 of the European Parliament and of the Council of February 12, 2021, which establishes the Recovery and Resilience Facility.

Its financing is foreseen entirely from the credits of the service 50 "Recovery and Resilience Facility", from the budget of the Ministry of Industry, Commerce and Tourism through the corresponding capital transfers from the Secretary of State for Commerce to ICEX during the years 2022, 2023 and 2024.

ICEX Board of Directors

By Delegation (Resolution of September, 30th 2021;

BOE [Official State Gazette] October, 11th 2021),

Mario Buisán Commercial Attaché of the Spanish Commercial Office in Berlin









ANNEX 1

MUTLIPLE DECLARATION OF THE AWARDEE OF THE CONTRACT FINANCED BY THE RECOVERY, TRANSFORMATION AND RESILIENCE PLAN,

Contract number X10-08-2022, the object of which is "DESAFÍA Berlin"

 a) Declaration Form for the transfer and processing of data in relation to the implementation
of actions for the Recovery, Transformation and Resilience Plan (PRTR)

Mr/Ms		, natio	nal ID no	6	as Managing
Director/	Manager/ o	of the entity			, with tax
ID	no.	,	and	fiscal	address
a				paı	rticipating as
a contra	ctor in the	e execution of actions necessa	ary to achiev	ve the objectives	defined in
Compone	ent 13 "Imp	oulso a la PYME" declares they	are aware of	the applicable re	gulations, in
particula	r the follow	ring paragraphs of Article 22 of	Regulation (E	(U) 2021/241 of the	he European
Parliame	nt and of t	he Council of 12 February 2021	establishing	the Recovery an	d Resilience
Mechanis	sm:				

- 1. Paragraph 2(d): "to collect, for the purpose of auditing and monitoring the use of funds in relation to measures for implementing reforms and investment projects under the Recovery and Resilience Plan, in a searchable electronic format and in a single database, the following standardized categories of data:
 - i. The name of the end recipient of the funds;
 - ii. the name of the contractor and of the subcontractor, where the end recipient of the funds is a contracting authority in accordance with Union or national public procurement law;
 - iii. the names and dates of birth of the beneficial owners of the recipient of the funds or of the contractor, as defined in Article 3(6) of Directive (EU) 2015/849 of the European Parliament and of the Council (26);
 - iv. a list of measures for implementing reforms and investment projects under the Recovery and Resilience Plan, together with the total amount of public funding for these measures and indicating the amount of funds disbursed under the Facility and other Union funds".
- 2. Paragraph 3: "The personal data referred to in Paragraph 2(d) of this Article shall be processed by the Member States and by the Commission only for the purposes and for the duration of the relevant discharge audit and control procedures relating to the use of funds in connection with the implementation of the agreements referred to in Articles 15(2) and 23(1). As part of the Commission's discharge procedure, in accordance with Article 319 of the TFEU, the Facility shall be subject to reporting within the framework of the integrated financial and accountability reporting referred to in Article 247 of the Financial Regulation and, in particular, separately in the annual management and performance report".

In accordance with the aforementioned legal framework, the above party agrees to the transfer and processing of the data for the purposes expressly stated in the aforementioned articles.









b) Declaration of Commitment in relation to the implementation of actions under the Recovery, Transformation and Resilience Plan (PRTR)

The undersigned, as contractor, **declares the commitment** of the person/entity it represents to the highest standards in relation to compliance with legal, ethical and moral rules, adopting the necessary measures to prevent and detect fraud, corruption and conflicts of interest, reporting any non-compliance observed to the appropriate authorities.

In addition, in accordance with the content of the PRTR, it undertakes to respect the principles of the circular economy and to avoid significant negative impacts on the environment ("do no significant harm") in executing the actions carried out within the framework of this Plan , as well as the cross-cutting principles established in the PRTR that may affect the subject matter of the contract.

c) Declaration of Commitment in relation to proof of inscription fiscal registry or similar.

The undersigned declares his commitment, when required by the contracting administration, to proof the inscription in the Registry of Companies, Professionals and Withholders of the Tax Administration Service which applies to him.

If there are subcontractors, he or she must also provide the multiple declarations of those subcontractors affected by the contract.

- d) Declaration of Commitment in the obligation of the use of EU logos by contractor, according to art.9.3.b) of HFP 1030/2021
- e) Declaration of acceptance of the transfer of data between the Public Administrations involved.

The undersigned undertakes to accept the transfer of data between the Public Administrations involved in order to comply with the provisions of the European regulations that apply and in accordance with the Organic Law 3/2018 of December 5, 2018, on the Protection of Personal Data and guarantee of digital rights.

(Provide name of	subcontractors	s, if applicable)
	, XX	202X
Signature:		
Role:		